



Europe & Middle East Candidate

Suzy Griffiths

Vice President, Arts & Ent.

PWR Events (An IMG Company)

Primary Location: United Kingdom

Running for 2nd term



ABOUT THE APPLICANT:

Over the past 20 years, I have had the pleasure of working in the varied and exciting industries of photography, fashion, PR and events. Whether it was accidentally head-butting Paco Rabanne, escorting an unappreciative Madonna around the Chelsea Flower Show, or convincing Liza Minnelli to stop smoking at the highly flammable Hampton Court Palace, I have gathered some great stories to bore people late into the night with. However, developing Hyde Park Winter Wonderland from what was a tiny festive market 16 years ago into the extravaganza it is now has been my greatest achievement so far. On paper, my title is Vice President of the Arts & Entertainment Department, but Team Motivator, Fun Instigator, Inclusivity And Sustainability Champion, CAD Fiddler, Conflict Resolution Manager, Krispy Kreme Briber And Chief Rollercoaster Tester give you a better idea of some of the roles that I undertake whilst doing this job that is very close to my heart.

Since being asked to speak at the TEA SATE conference at Beaulieu in 2017 I have had the pleasure of meeting some of the most welcoming and interesting people from any industry. From then on, I have been continually inspired by the creativity and ingenuity of TEA members, many of whom have had a significant impact on Winter Wonderland.

I have been serving on the EME board since 2020 and would very much like to commit to a second term.

Since joining the board, I have had the opportunity to both host and speak at a number of TEA events. This includes hosting several TEA Tuesdays, a 'behind the scenes' event at Lift 109 in London, being one of three panelists at SATE 2021 discussing mental health and wellbeing and being the MC at two SATE conferences - including the most recent at Europa Park alongside George Lawton.

VISION FOR THE TEA:

If granted a secondary term at the TEA EME board, I would very much like to continue working alongside colleagues within the ED&I group, helping to progress the work that has been started with this team over the last year or so.

I would also be keen to assist with event programming - either by helping to arrange unique experiences or back-of-house tours for TEA members or hosting more networking events such as TEA Tuesdays.

SKILLS AND CORE COMPETENCIES

Well, I'm not entirely sure that 'general buffoonery' is under the TEA strategic plan, but I'm very good at it and it gets the room talking - and that's how new friends and colleagues are made!

By assisting with the event programming, I believe I can help the TEA expand its membership further into more diverse fields such as festivals, events, immersive theatre, or artistic pop-ups. Whether it's a permanent theme park or temporary event, the common goal is to build worlds that transport people to places outside of their normal realms- to make adults feel like kids again, and kids feel like anything is possible.

I believe my experience in these industries, paired with my skills in networking and relationship management would be a powerful combination to help the TEA move in this direction, creating opportunities for TEA members old and new to continue to inspire, create and push boundaries.